



WFLX

## ORDER

Print Date 08/28/12 Page 1 of 3

Flight Dates 09/12/12-09/17/12

Contract / Revision 814404 /

Original Date / Revision  
08/28/12 08/28/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G Street SE  
Washington, DC 20003Product  
Priorities USA Action

Agency Com 15%

Billing Contact

1322 G St., SE  
Washington, DC 20003

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1560

Alt Order # 06299817

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 2

Advertiser Ref

Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	17	\$3,132.25	\$3,685.00	0.00	08/27/12	09/17/12	17	\$3,132.25	\$3,685.00
Totals	17	\$3,132.25	\$3,685.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	09/14/12	09/14/12	EXTRA EXTRA	Comm	430-5P	----1--	:30	1	\$115.00	P 2	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$115.00		0.00			
E 2	WFLX	09/14/12	09/14/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	----1--	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$145.00		0.00			
E 3	WFLX	09/14/12	09/14/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	----1--	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 08/28/12

Page 2 of 3

Contract / Revision

814404

Flight Dates 09/12/12-09/17/12

Hiatus Dates

Original Date / Revision 08/28/12/ 08/28/12

Order Sep 00:15:00

Advertiser Priorities USA Action

Product Priorities USA Action

Estimate # 1560

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFLX	09/14/12	09/14/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	----1--	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--					1	\$145.00		0.00			
E 4	WFLX	09/17/12	09/17/12	AMERICA NOW 1-2P AMERICA NOW	Comm	1-2P	1-----	:30	1	\$85.00	P 2	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$85.00		0.00			
E 5	WFLX	09/17/12	09/17/12	MAURY 10A MAURY POVICH	Comm	10-11A	1-----	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$145.00		0.00			
E 6	WFLX	09/17/12	09/17/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	1-----	:30	1	\$85.00	P 2	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$85.00		0.00			
E 7	WFLX	09/17/12	09/17/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	1-----	:30	1	\$115.00	P 2	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$115.00		0.00			
E 8	WFLX	09/17/12	09/17/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	1-----	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$145.00		0.00			
E 9	WFLX	09/15/12	09/15/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-----1-	:30	1	\$585.00	P 2	0.00	NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----1-					1	\$585.00		0.00			
E 10	WFLX	09/16/12	09/16/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-----1	:30	1	\$585.00	P 2	0.00	NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----1					1	\$585.00		0.00			
E 11	WFLX	09/13/12	09/13/12	MAURY 10A MAURY POVICH	Comm	10-11A	---1---	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---					1	\$145.00		0.00			
E 12	WFLX	09/13/12	09/13/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	---1---	:30	1	\$115.00	P 2	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---					1	\$115.00		0.00			
E 13	WFLX	09/13/12	09/13/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	---1---	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---					1	\$145.00		0.00			
E 14	WFLX	09/13/12	09/13/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	---1---	:30	1	\$435.00	P 2	0.00	NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---					1	\$435.00		0.00			
E 15	WFLX	09/12/12	09/12/12	EXTRA EXTRA	Comm	430-5P	--1----	:30	1	\$115.00	P 2	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 08/28/12

Page 3 of 3

Contract / Revision

814404

Flight Dates 09/12/12-09/17/12Hiatus DatesOriginal Date / Revision 08/28/12/ 08/28/12Order Sep 00:15:00Advertiser Priorities USA ActionProduct Priorities USA ActionEstimate # 1560

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 15	WFLX	09/12/12	09/12/12	EXTRA EXTRA	Comm	430-5P	--1----	:30	1	\$115.00	P 2	0.00	NM	1	\$115.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--1----					1	\$115.00		0.00				
E 16	WFLX	09/12/12	09/12/12	BIG BANG THEORY BIG BANG THEORY	Comm	7-7:30P	--1----	:30	1	\$435.00	P 2	0.00	NM	1	\$435.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--1----					1	\$435.00		0.00				
E 17	WFLX	09/12/12	09/12/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	--1----	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--1----					1	\$145.00		0.00				
														Totals	17	\$3,685.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; color: blue;">WFLX, West Palm Beach, FL</span>	<b>Date:</b> <span style="font-size: 1.2em; color: blue;">9.11</span>
---	--

I, Mundy Katowitz Media  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	WFLX# 814404				

**Total Charges:** 3132.25 net

This broadcast time will be used by: Priorities USA Action

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

\_\_\_\_\_

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**


**TO BE SIGNED BY ISSUE ADVERTISER**

\_\_\_\_\_

Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

 \_\_\_\_\_  
Signature

John Heislman \_\_\_\_\_  
Printed Name

GM \_\_\_\_\_  
Title



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	Washington DC

**REQUEST RECEIVED FROM**

**DATE** 8/28/12

<b>BUYER:</b>	Casey Bessette
<b>AGENCY:</b>	Mundy Katowitz
<b>ADDRESS:</b>	1322 G St SE Washington DC 20003
<b>PHONE #:</b>	202 675 6936
<b>FAX #:</b>	202 675 6929
<b>OTHER:</b>	

**AVAILS FOR                      ISSUE**

<b>COMMITTEE:</b>	Priorities USA
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	Greg Speed
<b>ADDRESS:</b>	1101 15 <sup>th</sup> Street, 2 <sup>nd</sup> Floor Washington, DC 20005
<b>PHONE #:</b>	
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	ISSUE
<b>OFFICE:</b>	
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All

**PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE**

**HRP FORM #0141**